

2022 ECONOMIC REPORT

OZARK

REGION



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

The Ozark Region is comprised of seven counties in the southwest quadrant of Missouri. This region is home to several cities including Springfield, Branson, Nixa, and Marshfield.

The Ozark Region workforce has more than 266,700 employees, making up 9.1 percent of Missouri's employment. In 2021, 48.9 percent of the workforce was female and 51.1 percent was male, which is about same percentage as Missouri. The regional average unemployment rate for 2021 was 4.0 percent.

The workforce is getting older in the Ozark Region, a trend continuing throughout Missouri and the U.S. In 2021, 22 percent of the workforce was age 55 or older, up from 19 percent a decade earlier.

For the region, 8.6 percent of the workforce was non-white and 4.4 percent was Hispanic or Latino. This compares to the state averages of 17.6 percent non-white and 4.5 percent Hispanic or Latino.

In the Ozark Region, 5.1 percent of the region's population (ages 18 to 64) speaks a language other than English at home. By comparison, Missouri was at 6.9 percent and the U.S. was at 23.1 percent.

The Ozark Region has a higher percentage of the population with a disability compared to the state and nation. For the Ozark Region, 13.0 percent of the population has a disability compared to 12.2 percent in Missouri and 10.3 percent in the U.S.

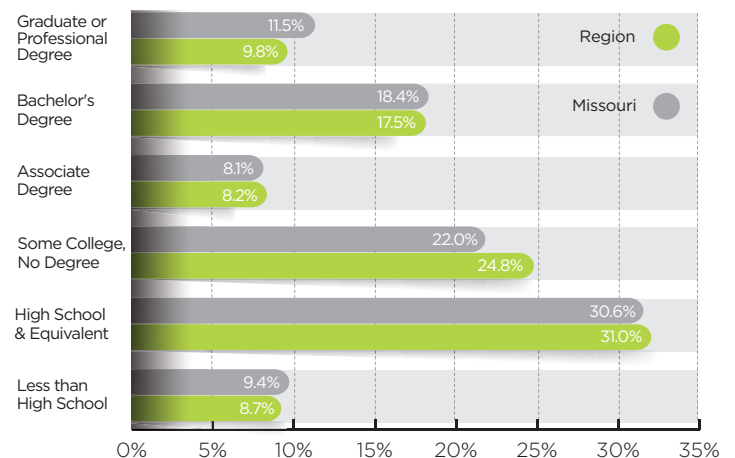
Workforce Demographics

	Ozark MO	Missouri	Nationwide
Average Monthly Employment in 2021	266,789	2,928,368	152,580,667
Average Unemployment Rate in 2021	4.0%	4.4%	5.3%
Male	51.1%	51.0%	50.3%
Female	48.9%	49.0%	49.7%
Non-White	8.6%	17.6%	23.7%
Hispanic or Latino	4.4%	4.5%	16.7%
Ages 55 or Older	22.0%	23.0%	23.0%
With Disabilities (Ages 18-64)	13.0%	12.2%	10.3%
Below Poverty Level (Ages 18-64)	15.3%	12.6%	12.1%
Language other than English	5.1%	6.9%	23.1%
Education Associate Degree or Higher	35.5%	38.0%	41.6%

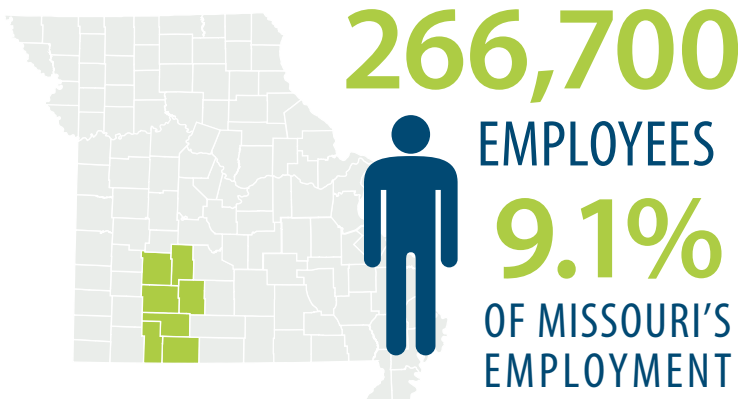
SOURCES: CENSUS ACS 2020-5YR EST.; LEHD 2ND QUARTER; BLS LAUS 2021

Educational attainment rates for the Ozark Region are slightly behind those of the state for those with bachelor's or advanced degrees. Thirty-six percent of the region's population, age 25 and older, has an associate, bachelor's, or advanced degree compared to 38 percent for the state, and about 42 percent for the nation.

Educational Attainment



SOURCE: US CENSUS BUREAU, ACS 2020 5-YEAR ESTIMATES

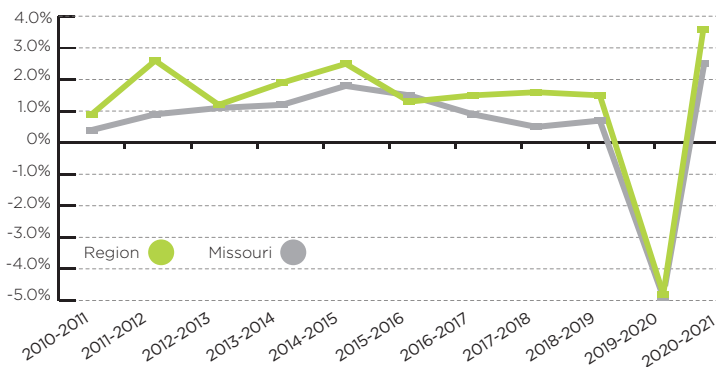


OZARK REGION

INDUSTRY ANALYSIS

The Ozark Region averaged nearly 239,600 jobs in 2021. The region gained 8,714 jobs, an increase of 3.8 percent from 2020 to 2021, whereas the region had lost 11,604 jobs from 2019 to 2020, for a -4.8 percent growth rate due to the impact of the COVID-19 pandemic. In 2020, Missouri employment decreased by 4.9 percent, however Missouri employment increased by 2.5 percent in 2021, showing recovery from the pandemic impacts. From 2017 to 2021, the Ozark Region averaged 0.5 percent compound annual growth for an overall increase of 1.9 percent. During that same period Missouri's employment declined by 1.4 percent.

Ozark Employment Annual Growth Rate



SOURCE: U.S. BUREAU OF LABOR STATISTICS, QCEW

Health Care and Social Assistance is the largest employing industry in the Ozark Region, showing consistent growth over the years. *Retail Trade and Accommodation and Food Services* are next largest employing industries. *Retail Trade* gained employment from 2017 to 2021, whereas *Accommodation and Food Services* declined, decreasing by 1,287 employees in the same period.

The *Manufacturing* industry gained over 2,200 jobs at a 3.3 percent compound annual growth rate from 2017 to 2021. The *Construction and Professional, Scientific, and Technical Services* industries also had large increases in employment, at 1,149 and 763 respectively, from 2017 to 2021.

Ozark Region Top Employing Industries

Industry	Employment 2017	Employment 2021	Net Change	2017-2021 Empl. CAGR	2020 Annual Wages
Health Care & Social Assistance	41,483	43,349	1,866	1.1%	\$57,876
Retail Trade	30,570	31,362	792	0.6%	\$32,532
Accommodation & Food Services	30,194	28,907	-1,287	-1.1%	\$21,624
Manufacturing	16,079	18,298	2,219	3.3%	\$50,244
Educational Services	19,085	17,431	-1,654	-2.2%	\$37,812
Administrative Support & Waste	15,869	14,143	-1,726	-2.8%	\$39,504
Construction	11,600	12,749	1,149	2.4%	\$49,656
Transportation & Warehousing	11,747	12,472	725	1.5%	\$50,760
Wholesale Trade	11,610	11,921	311	0.7%	\$65,832
Professional, Science & Tech. Servs.	9,729	10,492	763	1.9%	\$61,944
Finance & Insurance	8,774	8,387	-387	-1.1%	\$61,536
Arts, Entertainment, & Recreation	8,028	7,576	-452	-1.4%	\$26,880

SOURCE: LEHD QWI, 2017-2021 ANNUAL AVERAGES

LOCATION QUOTIENT

To understand the major industries within a region, an analysis of industry concentration or clustering can be useful. The Location Quotient (LQ) describes the concentration of an industry in a geographic region, in relation to the nation, with 1.0 being the national average. Industries with higher than 1.0 LQ indicate a concentration.

The Ozark Region has higher concentrations in *Scenic and Sightseeing Transportation; Truck Transportation; Museums, Historical Sites, and Similar Institutions; Accommodation; and Performing Arts, Spectator Sports and Related Industries*.



HIGHEST 2021
LQ 4.1

SCENIC AND SIGHTSEEING TRANSPORTATION

2021 Ozark Region Location Quotients

Industry	Employment	Location Quotient
Scenic & Sightseeing Transportation	167	4.1
Truck Transportation	7,827	3.0
Museums, Historical Sites, & Similar Institutions	581	2.5
Accommodation	5,735	2.2
Performing Arts & Spectator Sports	1,437	2.2
Sporting Goods, Hobby & Other Stores	1,633	1.8
Hospitals	15,295	1.8
Telecommunications	1,847	1.6
Gasoline Stations	2,459	1.5
General Merchandise Stores	7,755	1.5
Amusement, Gambling, & Rec. Industries	3,489	1.4
Bldg. Material & Garden Equip. Dealers	3,259	1.4
Merchant Wholesalers, Durable Goods	7,239	1.4
Miscellaneous Store Retailers	1,860	1.3
Repair & Maintenance	2,772	1.2

SOURCE: U.S. BUREAU OF LABOR STATISTICS, QCEW

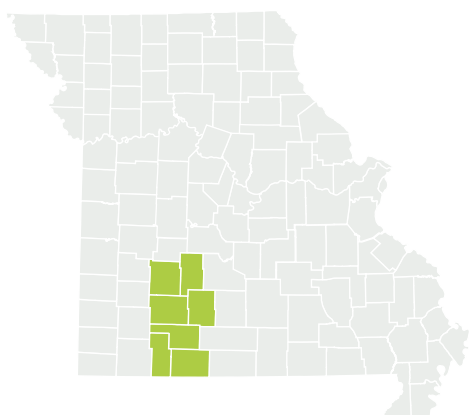
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Projected growth in industry helps to identify future employment needs for an area. Projections indicate that the largest industry growth in the Ozark Region from 2020-2030 will be in the *Hospitals; Professional, Scientific, and Technical Services; Warehousing and Storage; Truck Transportation; and Ambulatory Health Care Services* industries.

Ozark Region Largest Growth Industries 2020-2030

Industry	Employment		Change	
	2020 Estimated	2030 Projected	2020-2030 Numeric	Percent
Hospitals	17,884	19,564	1,680	9.4%
Professional, Scientific, & Technical Services	9,546	10,938	1,392	14.6%
Warehousing & Storage	1,587	2,819	1,232	77.6%
Truck Transportation	7,568	8,774	1,206	15.9%
Ambulatory Health Care Services	11,582	12,479	897	7.7%
Amusement, Gambling, & Recreation Industries	3,105	3,984	879	28.3%
Local Gov., Excluding Education & Hospitals	8,569	9,404	835	9.7%
Specialty Trade Contractors	7,557	8,374	817	10.8%
Couriers & Messengers	1,263	1,904	641	50.8%
Bldg. Material & Garden Equip. Dealers	3,182	3,782	600	18.9%

SOURCES: MERIC INDUSTRY PROJECTIONS, 2020-2030



PROJECTED GROWTH BY INDUSTRY HELPS TO IDENTIFY FUTURE EMPLOYMENT NEEDS FOR AN AREA.

OCCUPATIONAL PROJECTIONS

MERIC produces occupational projections that estimates labor demand over a 10-year period. MERIC categorizes these occupations using its Now-Next-Later method to help job seekers understand the training, education, and experience requirements for various occupations.

Now jobs typically require short-term, on-the-job training, little to no experience, and/or a high school diploma. Now occupations with the most projected openings are *Fast Food and Counter Workers; Retail Salespersons; and Waiters and Waitresses. Ushers, Lobby Attendants, and Ticket Takers; Bartenders; and Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop* are projected to be the fastest growing Now occupations over the next decade.

Next jobs typically require a non-degree certificate, associate degree, apprenticeship, some experience, or moderate to long-term training. *Heavy and Tractor-Trailer Truck Drivers; Cooks; and Nursing Assistants* are projected to have the most openings for the Next category of occupations. *Cooks; Photographers; and Fitness Trainers and Aerobics Instructors* are the fastest growing Next occupations.

Later jobs typically require a bachelor's degree or higher. For Later occupations, *General and Operations Managers; Registered Nurses; and Accountants and Auditors* are projected to have the most openings. *Nurse Practitioners; Market Research Analysts and Marketing Specialists; and Medical and Health Services Managers* are the fastest growing Later occupations.

Ozark Region Fastest Growing Occupations



NOTE: OCCUPATIONS WITH ANNUAL TOTAL OPENINGS OF LESS THAN 50 ARE OMITTED

SOURCE: MERIC OCCUPATIONAL PROJECTIONS, 2020-2030

★ DENOTES OCCUPATIONS TOP TEN ONLINE JOB ADS FOR 2021-2022 IN THE REGION AND WITHIN THE NOW-NEXT-LATER CLASSIFICATIONS

OZARK REGION

Ozark Region Long-Term Occupational Projections by Top Openings

Occupation	2020 Estimated Employment	2030 Projected Employment	Growth Openings	Exits	Transfers	Total Openings	Median Wages
NOW							
Fast Food & Counter Workers	7,731	9,078	135	815	888	1,838	\$21,028 ★
Retail Salespersons	8,178	8,900	72	477	705	1,254	\$25,777 ★
Waiters & Waitresses	5,005	6,164	116	410	667	1,193	\$19,939 ★
Cashiers	6,648	6,554	-9	562	632	1,185	\$22,180
Stockers & Order Fillers	5,013	6,095	108	316	542	966	\$26,140 ★
NEXT							
Heavy & Tractor-Trailer Truck Drivers	6,881	7,955	107	304	503	914	\$44,077 ★
Cooks, Restaurant	3,097	4,706	161	230	334	725	\$25,525
Nursing Assistants	4,161	4,398	24	274	242	540	\$25,484 ★
First-Line Supv. of Food Prep. & Serving Workers	1,621	2,020	40	81	186	307	\$28,146 ★
Maintenance & Repair Workers, General	2,665	3,043	38	101	166	305	\$34,504 ★
LATER							
General & Operations Managers	4,900	5,629	73	105	326	504	\$67,374 ★
Registered Nurses	6,130	6,588	46	170	160	376	\$58,594 ★
Accountants & Auditors	2,139	2,387	25	63	134	222	\$48,868 ★
Proj. Mngt. & Business Operations Specialists, All Other	1,782	1,950	17	43	92	152	\$61,784
Software Develop. & Analysts & Testers	1,354	1,667	31	35	74	140	\$67,956 ★

SOURCE: MERIC OCCUPATIONAL PROJECTIONS 2020-2030

★ DENOTES OCCUPATIONS IN THE TOP TEN FOR 2021-2022 ON-LINE JOB ADS IN THE REGION & WITHIN THE NOW-NEXT-LATER CLASSIFICATION

ONLINE JOB POSTINGS

Job postings are an indicator of demand and opportunities in an area and can assist individuals seeking job opportunities in current in-demand occupations. According to information based on online job posting data collected and aggregated by Lightcast™ for the Ozark Region, jobs like *Registered Nurses*; *Retail Salespersons*; and *Heavy and Tractor-Trailer Truck Drivers* had a high number of job postings in the region during the last year.

Ozark Region Top Five Online Job Postings in Now-Next-Later Classification

Occupation Title	Online Job Postings
NOW	
Retail Salespersons	2,600
Customer Service Representatives	1,804
Laborers & Freight, Stock, & Material Movers, Hand	1,682
Home Health & Personal Care Aides	1,476
Fast Food & Counter Workers	1,449
NEXT	
Heavy & Tractor-Trailer Truck Drivers	2,152
Sales Representatives, Wholesale & Manufacturing, Except Technical & Scientific Products	2,037
First-Line Supervisors of Retail Sales Workers	1,934
Medical Dosimetrists, Medical Records Specialists, & Health Technologists & Technicians, All Other	1,411
Maintenance & Repair Workers, General	1,361
LATER	
Registered Nurses	4,338
Software Developers & Software Quality Assurance Analysts & Testers	1,230
Personal Service Managers, All Other; Entertainment & Recreation Managers, Except Gambling; & Managers, All Other	1,010
Medical & Health Services Managers	993
Computer Occupations, All Other	729

SOURCE: LIGHTCAST™ (FORMERLY EMSI BURNING GLASS TECHNOLOGIES), ONLINE JOB ADS FROM JUNE 1, 2021 TO MAY 31, 2022

This report was prepared by the staff of the Missouri Economic Research and Information Center (MERIC) as part of the Missouri Workforce Report. All data in this report was current at the time of publication and is subject to revision. Additional details on data sources can be found in the full report. This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership.